
Curriculum Vitae

Kishwar Joonas

Assistant Professor of Marketing

Department of Management and Marketing

College of Business

Date of Hire: 2004

kajoonas@pvamu.edu

Professional Interests

Research: Consumer Behavior, International and Cross-cultural Issues, Environmental and Health Studies

Teaching: Principles of Marketing, Consumer Behavior, Integrated Marketing Communications

Academic Background

D.B.A. Louisiana Tech University, Ruston, Louisiana, Marketing, 2004

M.M.S. Jammalal Bajaj Institute of Management Studies, Bombay, India, Marketing, 1977

B.Com. Sydenham College of Commerce and Economics, Bombay, India, Advanced Accounting and Auditing, 1975

Memberships

Association of Collegiate Marketing Educators, since 2002

Association of Indian Management Scholars International, since 2006

Association of International Business, since 2006

Federation of Business Disciplines, since 2002

Work Experience

Academic Experience

Doctoral Assistant, Louisiana Tech University Department of Management and Marketing (June, 2004 - August, 2004). Responsible for teaching undergraduate classes and conducting research.

Assistant Professor of Marketing, Northwest Missouri State University Department of Marketing and Management (August, 2002 - January, 2003). Responsible for teaching, research and service.

Doctoral Assistant, Louisiana Tech University Department of Management and Marketing (March, 1999 - August, 2002). Responsible for teaching undergraduate classes and conducting research.

Consulting

1998: Voluntary social work organization, Bombay, India, Served as Director of networking organization, 1992-1998

1988: Own business, Bombay, India, Marketing Consultant, 1988-1991

1986: Market Research Advisory Services, Bombay, India, Served as Consultant, 1986-87

Paid Service

1979: Ogilvy, Benson and Mather India Private Limited, Bombay, India, Served as Account Executive for numerous national and international brands of product and services, from 1979-1982

1978: Roche Group- Anglo-French Drug Company, Bombay, India. Served as Brand Manager- Pantene and Special Formulations, from 1978-1979.

1977: Grant Kenyon and Eckhart Advertising India Private Limited, Bombay, India, Served as Account Planner for numerous national and international brands of products and services, from 1977-1978.

Teaching Activities

Course design incorporates research, team work, writing assignments, a global perspective, online support, and an ethical orientation. Student work has made the quality requirements of research platforms within and outside the University. Student feedback is evidence of high levels of satisfaction with teaching. Moreover, I am the only Marketing faculty that has developed and delivered online courses as listed below, toward College of Business' online MBA program. In addition, I have espoused teaching activities such as continuing education, and Service-Learning projects outside the classroom. I was responsible for bringing Federal Bureau of Investigation and EdVenture Partners to the University campus, which was one of seven to be selected for their Collegiate Marketing and Campus Recruitment program. The use of Service-Learning helps not only in improved learning, but also in student development.

Course (Existing) - Compensated Redesign

I have taught a broad range of course at the graduate and undergraduate levels, as listed below.

MRKT 5313 International Marketing

MRKT 5313 International Marketing Online

MRKT 4393 Marketing Communications Service-Learning

MRKT 4353 International Marketing

MRKT 3103 Principles of Marketing

MRKT 5303 Marketing Management Online

MRKT 5303 Marketing Management

MGMT 1013 Introduction to Business

Course (New) - Creation/Delivery: Online

2006- Spring/Summer- MRKT 5303 Marketing Management (this course supports the Online MBA program)

2007- Summer- MRKT 5313 International Marketing (this course also supports the International Business concentration).

Other Teaching Activities

Continuing Education:

2009 - With Dr. Byars, conducted a workshop on 'Service-Learning at PVAMU- Research and Issues', Federation of Business Disciplines, February 24-28, Oklahoma City, OK.

2008- With Dr. Byars, helped conduct a workshop on “Integrating service-learning in the curriculum”, Federation of Business Disciplines, March 4-8, Houston, TX.

Faculty Advisor/Sponsor:

2009: Annual Research Symposium, Prairie View A&M University, TX

2008: Annual Research Symposium, Prairie View, TX

2008: Federation of Business Disciplines, Houston, TX

Intellectual Contributions:

I am an active researcher; with seven peer reviewed journal articles, and five full papers in refereed proceedings. I have also received four research grants, and have some research in various stages of progress. Further, I have numerous seminar presentations to my credit.

Refereed Articles

Wang, W., Liang, C., & Joonas, K. (in press, 2009). Customer relationship investments, value to the customer, and value to the firm: Integrating attributes and benefits. *Southwest Business and Economics Journal*.

Joonas, K. & Caballero, R. (2009). Mexican students; attitudes toward personal selling: An exploratory investigation. *AIMS International Journal of Management*, 3 (3), 201-220.

Joonas, K. (2008). Environmentally Friendly Products: Factors Affecting Search for Information. *AIMS International Journal of Management*, 2 (3), 201-212.

Bhuan, S. N., Joonas, K., & Ruiz, D. D. (2007). Environmental behavior consumers expect from key stakeholders: A study of two NAFTA countries. *Asia Pacific Management Review*, 12 (5).

Joonas, K., Ruiz, D. D. , & Tandon, S. (2006). An investigation of the environmental beliefs and attitudes of business students in the U.S.A. and Mexico. *Southwest Business and Economics Journal*, 14, 39-51.

Hill, C. J. & Joonas, K. A. (2005). The impact of unacceptable wait time on healthcare patients' attitudes and actions. *Health Marketing Quarterly*, 23 (2), 69-87.

Joonas, K. (2004). Chester I. Barnard: A brief biography. *Regional Business Review*, 23, 14-25.

Refereed Proceedings

Full Paper

Joonas, K. & Caballero, R. (2009). Mexican students' attitudes toward personal selling: An exploratory investigation. *Federation of Business Disciplines, Association of Collegiate Marketing*. (This was published- see Refereed Articles above).

Joonas, K. & Wang, W. (2008). A conceptual framework of patient attitude and behavior in Taiwan and the U.S.: The role of wait time. *Federation of Business Disciplines, Association of Collegiate Marketing Educators*.

Joonas, K. (2007). The relationship between perceived consumer effectiveness and search for information on environmentally friendly products. *Federation of Business Disciplines, Association of Collegiate Marketing Educators*. (This was published- see Refereed Articles above).

Joonas, K., Ruiz, D. D., & Tandon, S. (2006). An investigation of the environmental beliefs and attitudes of business students: A two-country study. *Federation of Business Disciplines, Association of Collegiate Marketing Educators*. (This was published- see Refereed Articles above).

Joonas, K. (2004). Thinker-doer: A biography of Chester Barnard. *International Academy of Business and Public Administration Disciplines (IABPAD) Spring Conference, Tunica, Mississippi*.

Research Grants

Funded-Internal

2006 - Joonas, K., Competitive Summer Research Grant. With S.N. Bhuian. PVAMU College of Business (\$2,000).

2005 – Joonas, K., Competitive Summer Research Grant. With C. Jeanne Hill. College of Business, Prairie View A&M University (\$5,000).

2005- Joonas, K., "International Business Education Competitive Summer Research Grant. With S.N. Bhuian. College of Business, Prairie View A&M University (\$2,000).

Funded-External

2006 - Joonas, K., "F.B.I. Collegiate Marketing and Recruitment Program", Service-Learning project for PVAMU Campus, in MRKT 4393 Marketing Communications Class, Federal Bureau of Investigations/EdVenture Partners, (\$3,000).

Dissertation

An empirical investigation of a model of environmentally concerned consumer behavior: The role of market mavenhip and product involvement.

Working Papers

Joonas, K., & Wang, W. (Under review). Taiwanese patients' attitudes and behaviors toward healthcare services: An empirical study. *2010 Association of Collegiate Marketing Educators Conference, Dallas, Texas*.

Joonas, K. (Under review). University engagement with community: Lessons from a service-learning program. *2010 Association of Collegiate Marketing Educators Conference, Dallas, Texas*.

Joonas, K. A comparison of U.S. and Taiwan: Determinants of healthcare service quality.

Joonas, K. A NAFTA countries study of perceptions of personal selling.

Other Research Activities

Other Publications

2009 - Joonas, K. (2009 January) Book Review of Grice, J. (2008) Global pharmaceutical marketing: A practical guide to codes and compliance. Chicago, IL: Pharmaceutical Press. pp. 218. In International Journal of Pharmaceutical and Healthcare Marketing, Emerald Journal, 3(1), 84-85: Emerald Group Publishing Limited, New Jersey

Other Research Activities

2009 - Under the aegis of PVAMU COB Intellectual Contributions Committee, presented a paper to research faculty, titled: Mexican students' attitudes toward personal selling: An exploratory investigation'. With R. Caballero.

2009 - Under the aegis of PVAMU COB Intellectual Contributions Committee, presented a paper, 'Customer relationship investment, value to the customer, and value to the firm: Integrating attributes', with Wen-Hung Wang and Chiung-Ju Liang.

2008 - PVAMU Instructional Resources Committee. Spring 2008. Led a Brown-bag discussion, Service-Learning- Incorporating into WebCT supported Course. With Vice-President Dr. Laurretta Byars

2008 - Made a presentation to COB faculty, under the aegis of the Intellectual Resources Committee, Environmental behavior consumers expect from key stakeholders: A study of two NAFTA countries, With S.N.Bhuian.

2007 - PVAMU Instructional Resources Committee. Spring 2007. Led a Brown-bag discussion, Issues in WebCT-enhanced teaching. With Charlene Stubblefield

2007 - Presented to the College of Business faculty, under the aegis of the Intellectual Resources Committee, a paper, A structural equations modeling approach to a model of environmentally concerned consumer behavior. With S.N. Bhuian

2006 - Presented to the College of Business faculty, under the aegis of the Intellectual Resources Committee, a paper, The impact of unacceptable wait time on healthcare patient's attitudes and actions. With C. Jeanne Hill

2006 - PVAMU Instructional Resources Committee. Spring 2006. Led a Brown-bag discussion, Diversity in teaching and learning

2005 - Led a brown-bag discussion on Is there a need for environmental education among business students in the U.S.?

2005 - Wrote a concept paper for the College of Business: A vision for a new green College of Business building.

2005 - Led a brown bag discussion under the aegis of the Instructional Resources and Responsibilities Committee: Time and transition in work teams.

Service:

I have been actively engaged in serving the community, University, College of Business, and the Department in various leadership capacities. I have had the honor to serve on the PVAMU Senate for two years. In addition, for over six years, I have supported and participated in professional bodies. I serve on the editorial board of AIMS International Conference and Journal, and am currently Program Chair-Marketing of the 2009-2010 Association of Collegiate Marketing Educators. I am highly self-motivated, and strive for continuous improvement to better serve the cause of education. Therefore, I utilize opportunities for professional development. I believe my

work is blessed, in the recognition received from the University as well as collegiate organizations. I sincerely believe my work to be fruitful.

Service to the University

Department assignments:

Member:

2008-2009: Marketing Tenure-track Faculty Search Committee

2007-2008: Management Tenure-track Faculty Search Committee (ad-hoc member)

2006-2007: Management and Marketing Tenure-track Faculty Search Committee

Other Institutional Service Activities:

2004-2007: Discipline Coordinator, Marketing

College assignments:

Coordinator and Chair:

2005-2007 Assurance of Learning Assessment Committee

Member:

2004-2009: COB Instructional Resources and Responsibilities Committee

2006-2009: Tenure Track faculty (Management and Marketing) Committee

University assignments:

Member:

2006-2010: PVAMU University Service-Learning Planning Committee. Provided leadership towards the Community Clean-up program at PVAMU, impacting over 1200 students each year

2007-2008: Provost's Ad-hoc Faculty Senate Committee, Fall 2007

2006-2007: PVAM University Senate

Service to the Profession

Board Member: PRJ Editorial Review Board

2007-2009: AIMS International Journal of Management, Served as member, Editorial Board, for double-blind peer review of manuscripts, Vadodara, India (International).

Chair: Conference / Track / Program

2009-2010: Federation of Business Disciplines, Association of Collegiate Marketing Educators, Serving as Program Chair, Federation of Business Disciplines, Association of Collegiate Marketing Educators, Dallas, Texas March 2-6, 2010, Dallas, Texas (International).

Officer: Organization / Association

2009: Federation of Business Disciplines, Association of Collegiate Marketing Educators, Vice-President Membership, Oklahoma City, OK, United States of America (International).

2008: Federation of Business Disciplines, Association of Collegiate Marketing Educators, Served as Secretary, Federation of Business Disciplines, Association of Collegiate Marketing Educators, Houston, Texas (International).

Reviewer: Conference Paper

2005-2010: Federation of Business Disciplines, Association of Collegiate Marketing Educators, Consumer Behavior Track, Dallas, Texas (International).

2006-2009: Sixth AIMS international Conference, Served as reviewer for Conference manuscripts, India (International).

Professional Development

Instructional-Related Conference

2007: National Campus Compact Conference on Civic Engagement. Participant, National Campus Compact Conference on Civic Engagement, hosted by Texas Campus Compact, Austin, Texas, February 15-18. Austin, Texas.

2006: WebCT IMPACT Users Conference, Chicago, IL.

2005: Collaboration for Teaching and Learning. Attended 'Diversity Here and Now' conference on holistic and sustainable multicultural learning, Fall 2005. Bloomington, Minnesota.

Professional Seminars / Workshops

2009: Federation of Business Disciplines, Association of Collegiate Marketing Educators. Attended the 2009-2010 Federation of Business Discipline Boot Camp for Program Chairs (on behalf of Association of Collegiate Marketing Educators), May 16-18. Dallas, Texas.

Research-Related Conference/Seminar

2009: Structural Equations Modeling Workshop, Texas A&M University Summer Statistics Institute, College Station, Texas.

2005: Globalization Seminar, CIBER. Attended at University of Memphis. Memphis, Tennessee.

2005: SPSS AMOS/Structural Equations Modeling Workshop, SPSS Inc. Washington, D.C., District of Columbia.

Honors-Awards-Grants

Awards:

2009: PVAMU Service-Learning Pioneers Award for supervising over 8000 hours of service-learning activities in 2008-2009.

2008: Distinguished Service Award, and Outstanding Editor Award, AIMS International Conference and Journal.

2008: Dean's Excellence in Service Award 2007-08, College of Business, Prairie View A&M University.

2006: PVAMU Service Learning Pioneers Award, for the incorporation of Service Learning in teaching during 2005-2006.

2006: Outstanding Teacher of the Year 2004-05: Awarded during second year of teaching at the College of Business, Prairie View A&M University, Lockheed Martin Company.